**ATTENTION ALL STAFF AT DIVINE DIVA**

**Changes have occurred to Australian Consumer Law, which commenced on**

**1 January 2011, replaced inconsistent provisions in 22 state and territory statutes previously in force across the country.**

**Multiple pricing**

* Suppliers who display products with more than one price are compelled to either sell that product for the lowest displayed amount or remove the product from sale.
* The displayed price might include a sticker, a catalogue or advertisement.
* Failing to sell goods for the lowest displayed price can lead to maximum penalties of $5,000 for a body corporate and $1,000 for an individual.

**Component pricing**

Component pricing, which is often used to mislead consumers about the total cost of goods or services, is now prohibited under national law

* Suppliers can’t advertise, promote or state a price that is only part of the cost, unless they also make the total price clear and unambiguous.
* The total cost needs to incorporate all additional amounts, such as taxes, duties, fees, levies or charges.
* Products and services affected by the component pricing requirements include products and services such as airfares, car hire or weekend and public holiday menus at cafes or restaurants

**A consumer’s right to ask for proof of transaction**

Consumers were also entitled to get a proof of transaction immediately for purchases worth more than $75 or within a week for purchases of less than this amount.

* The maximum penalties for failing to comply with single price requirements are $1.1 million for a body corporate and $22,000 for an individual,” he said.
* A proof of transaction document states the supplier’s name, ABN or ACN numbers, date of supply, type of goods or service and price.
* Consumers can request an itemised bill for services showing how the price was calculated including the costs of labour and materials which must be provided within 7 days.

**Advertising**

Please remember these guidelines when we are advertising specials and promotions.

* advertising all aspects of your product accurately
* always stating the full price of a product
* if having a sale or special, make sure the goods or services are available in reasonable quantities for a reasonable period eg. if supply is limited, say so - 'x amount or limited quantities only'

**Regards**

**Tanya Scrivener**

**Manager**